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A plasma picture screen is disclosed. In one embodiment, an AC plasma picture screen with a coplanar arrangement which has an enhanced luminance is provided. A layer, which has a high reflection in the wavelength range of the plasma emission (145 to 200 nm) and a high transmission in the visible wavelength range, is provided on the front plate. The front plate includes a glass plate on which a dielectric layer, a protective layer, a reflective layer are provided. The reflective layer reflects UV light emitted in the direction of the front plate back towards phosphors. The optical properties of the UV light reflecting layer are realized with inorganic particles with a particle diameter of between 200 nm and 500 nm and a layer thickness from 0.5 μm to 5 μm , or with agglomerates of inorganic particles with a particle diameter of between 10 nm and 200 nm and a layer thickness of 0.2 μm to 10 μm .